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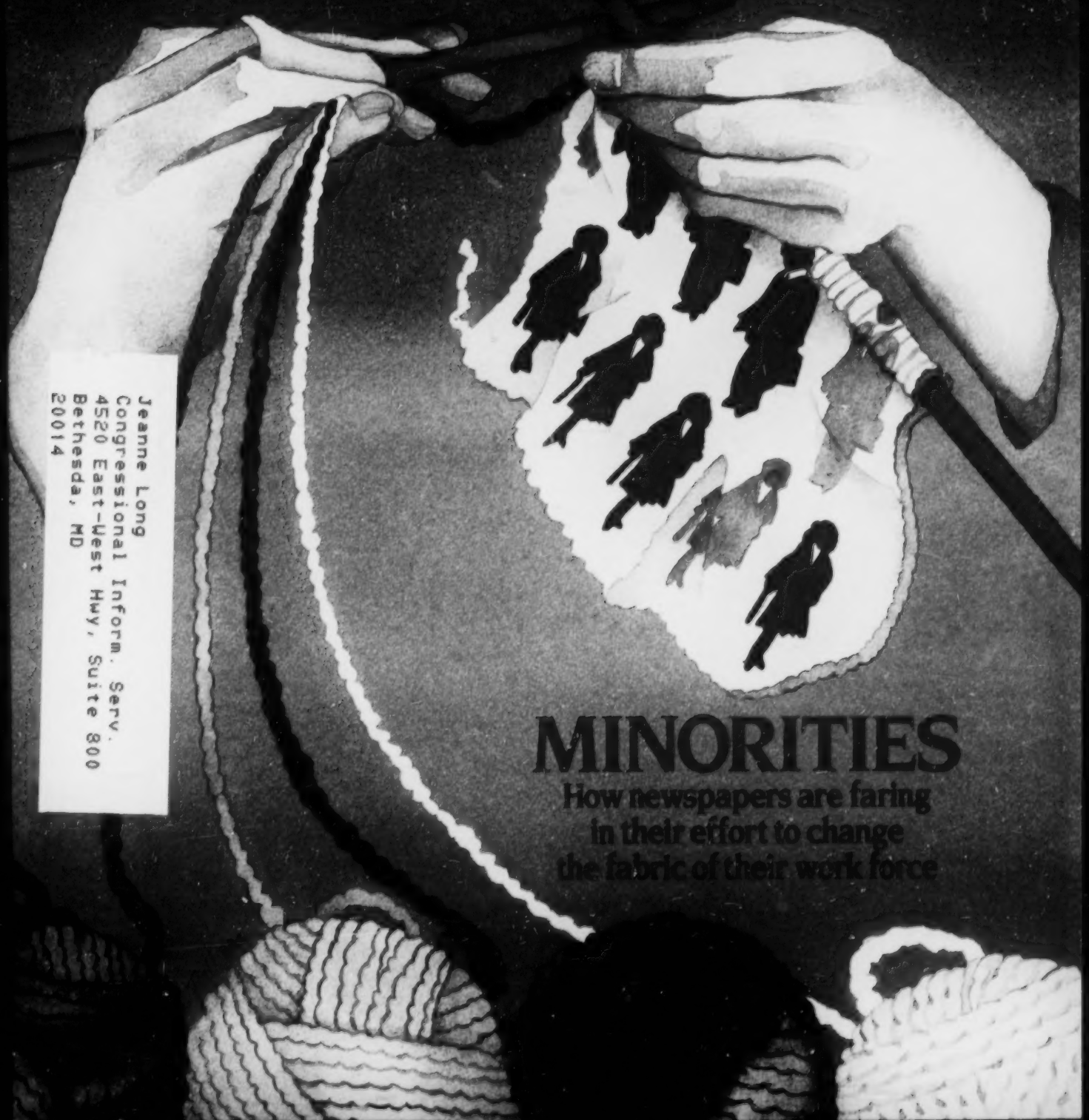
Press Sales Boom, Especially U.S. Models

The Journal of the American Newspaper Publishers Association



MINORITIES

How newspapers are faring in their effort to change the fabric of their work force

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presstime

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Special Report *Despite vigorous efforts on the part of the newspaper industry, newspapers are making slow progress toward meeting minority-employment goals. But progress is being made. Efforts are growing to draw more minorities into departments besides the newsroom, where much of the effort in the past has been focused. Another new challenge is retaining minority staffers. Newspaper executives who are leading the movement toward more minority representation say a diverse work force not only is morally right, but it also makes good business sense.* **24**

Press On! *North American newspapers will continue purchasing presses but at a slower clip. Foreign-currency exchange rates favor U.S. manufacturers.* **6**

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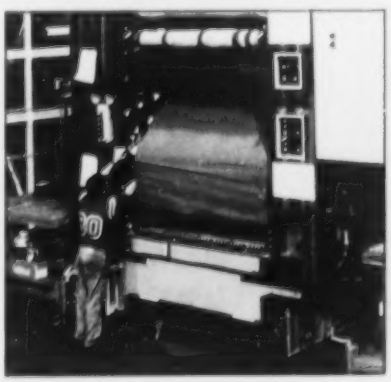

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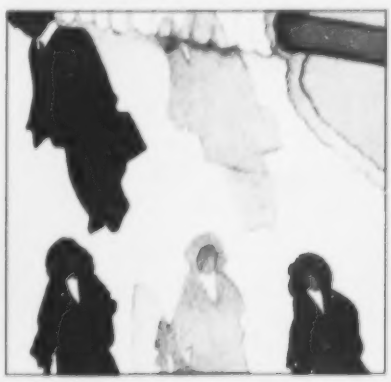

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CHAIRMAN'S CORNER

Diligent work rewarded in three key decisions

Three recent federal government decisions will have a favorable effect on important interests of newspaper people. Two were judicial; one was administrative. All say much about both our interests and the way ANPA serves them.

The postal rate decision (see story, p. 52) called for a 21.7-percent increase in the lowest third-class mail rate (and 26.3-percent in the pound rate) while boosting first class 13.6 percent. ANPA had supported the former and urged a slightly lower first-class rate hike. The U.S. Postal Service built third-class mail volume with low rates and modest increases. USPS did it by under-accounting for overhead costs and third-class's value to users. Meanwhile, first and second-class rates soared. During a half-dozen years, ANPA carefully developed its arguments and buttressed them with expert studies to encourage a more equitable determination of rates. The ANPA difference was the sustained investment of time, talent and resources.

George W. Wilson

The telecommunications decision (see story, p. 53) clearly and brilliantly confirmed an important principle that will assure variety and competition in the promising field of electronic information. Judge Harold H. Greene opened opportunities for telephone companies to develop powerful new transmission networks for information. But he instructed telephone companies to provide a neutral network, letting only independent third parties generate and assemble the information. Here, the ANPA difference was the "Diversity Principle," which holds that the monopoly owner of the conduit must be denied any opportunity to manipulate content or access to information in favor of its own interests. It is now firmly in the law. And the phone companies have a clear mandate to encourage a wide variety of information services from many companies over modern, electronic gateways.

The First Amendment decision (see story, p. 34) saw a unanimous U.S. Supreme Court affirm the value to our society of free expression, even when that expression is offensive. The publication of opinion about public figures, even if opinion stoops to disgusting ridicule, was protected against creative judicial punishment because no constitutionally harmless distinction can be made between distasteful and "responsible" free speech. The ANPA difference was in our advising the lawyer who argued the case, joining in and coordinating the filing of briefs and bolstering the commitment of several ANPA-member newspapers to join the battle. Those newspapers chose to fight for a principle they revere even when the case involves a principal they did not admire.

The first decision cited above helps restore balance and rationality to the way a major governmental department treats its customers and competing interests in the private sector. The second helps assure that a new information medium will enjoy the diversity and access that has marked traditional media—the public's best guarantee of honest information. The third strengthened our nation's fundamental right—free speech. Without the free flow of information, unmanipulated by government and government-created monopolies, all other liberties are imperiled.

George W. Wilson
ANPA Chairman

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Ranks of 25-cent dailies are dwindling, and the predominant 50-cent Sunday paper is history

While the predominant price for daily newspapers remained 25 cents in 1987 for the seventh straight year, there continued to be a notable increase in the number costing 35 cents or more, according to ANPA's annual survey of single-copy, city-zone, street-sale prices. The predominant price of Sunday papers rose from 50 cents to 75 cents.

The survey included 1,760 newspapers in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands.

It showed that 1,037, or 58.9 percent, of weekday editions cost a quarter a copy in 1987, compared with 1,144, or 64.3 percent, a year earlier [**presstime**, April 1987, p. 56].

Increasing last year were the number of 35-cent newspapers (from 344 to 456), 40-cent papers (22 to 24) and 50-cent papers (15 to 35).

Newspapers selling for 15 cents decreased (from 18 to 16), as did those costing 20 cents (52 to 35) and 30 cents (177 to 156). There is now only one daily newspaper selling for a dime in the survey area—the Leesburg (Fla.) Daily Commercial.

Of the 822 Sunday papers included in the survey, 263, or 32 percent, cost 75 cents. This represented a slight increase from 1986 when 257 Sunday newspapers, or 31 percent, were at that price.

Meanwhile, the number of 50-cent Sunday papers dropped from 273 in 1986 to 235, or 29 percent, last year. The 50-cent price had been predominant since 1981.

The number of Sunday papers selling for less than 50 cents also declined, from 92 to 86, while the number costing more than 75 cents climbed from 166 to 224.

Prices of Sunday papers ranged from a quarter—there were 61 at that level—to $1.25. The ranks of those costing that maximum amount more than doubled last year, from 14 to 30. There was also a significant increase in the number of $1 Sunday papers, the total at the end of 1987 stood at 185, 41 more than a year earlier. □

Newspaper prices slightly exceed CPI

Between January 1987 and January 1988, the average price of a newspaper rose 4.1 percent while the consumer price index increased 4 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics.

The previous year, the averagg price of a newspaper increased 4 percent and the CPI 1.4 percent [**presstime**, April 1987, p. 56].

Price per single copy of daily newspapers—1987

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	Total[1]
Alabama	2	–	24	–	–	–	1	27
Alaska	–	–	3	–	4	1	–	8
Arizona	1	–	8	–	9	–	1	19
Arkansas	–	–	30	–	2	–	–	32
California	–	–	107	3	7	–	–	117
Colorado	–	3	20	–	2	–	–	25
Connecticut	–	–	6	9	8	–	–	23
Delaware	–	–	–	–	3	–	–	3
District of Columbia	–	–	2	–	–	–	1	3
Florida	–	1	41	–	5	–	–	48
Georgia	–	–	33	–	2	–	–	35
Hawaii	–	–	3	–	1	2	–	6
Idaho	–	–	8	1	3	–	–	12
Illinois	–	1	33	14	21	–	1	70
Indiana	–	1	41	9	22	–	–	73
Iowa	–	–	11	3	20	–	3	37
Kansas	4	2	36	1	3	–	–	46
Kentucky	–	–	13	–	11	–	–	24
Louisiana	1	2	15	2	8	–	–	28
Maine	–	–	–	2	7	–	–	9
Maryland	–	–	11	2	2	–	–	15
Massachusetts	–	1	13	11	19	–	1	45
Michigan	1	1	28	6	16	–	–	52
Minnesota	–	–	6	1	18	–	–	25
Mississippi	–	1	16	–	5	–	1	23
Missouri	–	2	35	3	6	–	–	46
Montana	–	–	2	–	9	–	–	11
Nebraska	–	–	15	–	4	–	–	19
Nevada	–	–	6	–	1	–	–	7
New Hampshire	–	–	–	6	3	–	–	9
New Jersey	1	–	22	–	2	–	–	25
New Mexico	–	1	18	–	1	–	–	20
New York	–	–	17	15	35	–	2	69
North Carolina	2	2	49	–	1	–	–	54
North Dakota	–	–	1	–	9	–	–	10
Ohio	–	4	46	15	22	–	–	87
Oklahoma	–	–	42	–	10	–	–	52
Oregon	–	–	12	–	7	–	–	19
Pennsylvania	2	–	36	31	23	–	–	92
Rhode Island	–	–	–	2	5	–	–	7
South Carolina	–	–	16	–	–	–	2	18
South Dakota	–	–	11	1	2	–	–	14
Tennessee	–	3	15	–	10	–	–	28
Texas	–	–	95	2	9	–	1	107
Utah	–	–	2	1	–	–	3	6
Vermont	–	–	3	2	2	–	1	8
Virginia	–	4	27	–	4	–	–	35
Washington	–	–	17	–	7	–	1	25
West Virginia	1	2	13	2	4	–	1	23
Wisconsin	–	–	7	1	26	–	1	35
Wyoming	–	1	9	–	–	–	–	10
Totals								
U.S.	15	32	1,024	145	400	3	21	1,641[1]
Canada	1	3	9	10	55	19	14	111
Bahamas	–	–	–	1	–	–	–	1
Bermuda	–	–	–	–	1	–	–	1
Guam	–	–	–	–	–	1	–	1
Puerto Rico	–	–	4	–	–	–	–	4
Virgin Islands	–	–	–	–	–	1	–	1
Grand Totals	16	35	1,037	156	456	24	35	1,760[1]

[1]Includes one newspaper selling for 10 cents (in Florida)

Price per single copy of Sunday newspapers—1987

	25 cents	35 cents	50 cents	60 cents	75 cents	$1.00	$1.25	Total[1]
Alabama	3	–	8	–	9	1	–	21
Alaska	–	–	2	–	1	–	–	4
Arizona	–	–	2	–	7	2	–	11
Arkansas	2	2	11	–	1	–	–	16
California	3	–	26	–	18	12	–	59
Colorado	–	–	4	–	5	1	–	10
Connecticut	–	–	–	–	5	4	1	11
Delaware	–	–	–	–	1	–	1	2
District of Columbia	–	–	–	–	–	–	1	1
Florida	3	1	16	–	8	5	1	34
Georgia	–	–	5	–	7	4	–	16
Hawaii	1	1	1	–	1	–	1	5
Idaho	1	–	2	–	4	2	–	9
Illinois	–	2	3	1	5	11	2	24
Indiana	–	–	1	–	9	9	1	20
Iowa	1	–	–	–	3	3	3	11
Kansas	1	1	10	–	2	3	–	18
Kentucky	1	–	3	–	4	4	–	13
Louisiana	4	–	10	–	7	1	–	22
Maine	–	–	–	–	1	–	–	2
Maryland	–	–	1	–	2	1	1	6
Massachusetts	–	–	–	–	3	5	2	12
Michigan	–	–	–	–	11	4	–	15
Minnesota	–	1	3	2	1	3	1	12
Mississippi	1	–	1	–	7	2	1	12
Missouri	2	–	3	1	2	2	–	11
Montana	–	–	1	–	3	2	1	7
Nebraska	–	1	4	–	1	1	–	7
Nevada	–	–	1	–	–	3	–	4
New Hampshire	–	–	–	–	2	–	–	4
New Jersey	1	2	6	1	5	3	–	19
New Mexico	1	–	4	–	5	3	–	13
New York	–	–	1	–	10	20	4	35
North Carolina	–	–	8	–	16	5	–	29
North Dakota	–	1	1	–	2	2	1	7
Ohio	1	–	7	3	14	7	–	32
Oklahoma	13	1	19	–	7	–	–	41
Oregon	1	–	2	–	5	2	–	10
Pennsylvania	–	–	4	–	12	9	–	28
Rhode Island	–	1	1	–	–	–	1	3
South Carolina	–	–	3	–	6	2	–	11
South Dakota	–	–	1	–	1	2	–	4
Tennessee	1	1	3	–	6	2	2	15
Texas	20	3	35	–	24	12	–	94
Utah	–	–	–	–	2	3	–	5
Vermont	–	–	–	–	1	1	1	3
Virginia	–	–	5	1	3	6	–	15
Washington	–	–	2	–	4	9	–	15
West Virginia	–	–	2	–	5	3	–	10
Wisconsin	–	–	1	–	2	5	4	12
Wyoming	–	–	3	–	–	1	–	4
Totals								
U.S.	61	18	226	9	260	182	30	804[1]
Canada	–	1	7	1	1	3	–	14[1]
Bahamas	–	–	–	–	–	–	–	0
Bermuda	–	–	–	–	–	–	–	0
Guam	–	–	1	–	–	–	–	1
Puerto Rico	–	–	1	–	2	–	–	3
Virgin Islands	–	–	–	–	–	–	–	0
Grand Totals	61	19	235	10	263	185	30	822[1]

[1]Includes newspapers selling for 30 cents (one each in Minnesota and New Jersey), 40 cents (one each in Alaska, Kansas, Kentucky and Missouri), 55 cents (one in Canada), 65 cents (one in Oklahoma), 70 cents (one each in Connecticut and Massachusetts), 85 cents (one in Iowa and three in Pennsylvania), 90 cents (one in Maryland and two in New Hampshire), and 95 cents (one each in Maine and Massachusetts)

National dailies ask exemption from county reports

Three of the four U.S. national general-circulation daily newspapers are objecting to a major rule change by the Audit Bureau of Circulations that would require them to tabulate their circulation county-by-county. And the fourth says chances are 50-50 that it, too, will have to seek relief.

The Wall Street Journal, The New York Times and The Christian Science Monitor intend or have already applied for exemptions from the rule that is now part of ABC's revised format for its annual Audit Reports and its Publisher's Statements. The revisions were approved Feb. 27. Under the previous rules, national newspapers were exempt from the county reporting requirement [**pressetime**,October 1987, p.56].

Dow Jones & Co., which owns The Wall Street Journal, has sought an exemption to the new rule, but it had not heard back from ABC by late-March. It is considering presenting its views again May 17-20 when the ABC Board of Directors meets in Boston, said spokesman Danforth W. Austin.

The New York Times will seek an exemption from the rule at that meeting, said spokeswoman Nancy Nielsen.

And The Christian Science Monitor intended to seek an exemption by the end of March, said Circulation Director David E. Els.

USA Today's vice president for circulation, Larry Lindquist, called the county reporting an "awesome task," with which the paper will attempt to comply. However, he predicted that chances of success are no better than even.

"It's a problem of logistics and how to break all those numbers down," he said. If the paper is unable to devise an accurate system, an exemption will be sought.

Although the new rule doesn't take effect until next March, Lindquist said, a reporting system should be operating by September in order to count copies for the six-month reporting period of Oct. 1 through March 31. Meg Laidlaw, manager of communications for ABC, said the county reporting change was sought by advertisers. She said 99 percent of the ABC newspapers already report circulation by county and advertisers wanted it for all.

ABC's new report format will be used for the first time with the Publisher's Statements for the six-month period that ends Sept. 30 of this year. All Audit Reports issued after that date are to be in the new format as well. Publishers are to begin keeping their records for the new reporting format on April 1. □

Offset, letterpress use analyzed

A new study by the ANPA Newsprint and Transportation Department shows that the 1,548 U.S. daily newspapers printed by the offset process consumed 5,149,691 metric tons of newsprint in 1986. The letterpress and DiLitho® dailies, although numbering only 234, used 3,715,436 tons that year.

Thirty-one newspapers used both offset and letterpress presses in 1986 (the last year for which detailed consumption figures are available), and their newsprint consumption was apportioned between the two categories.

The study, the first of its kind by ANPA, is a spinoff of the Association's annual state-by-state consumption report [**pressstime**, July 1987, p. 76]. The study included 1,751 general-circulation daily newspapers as well as some foreign-language, college and special-service daily newspapers such as trade publications. □

Session topics announced for newsprint seminar

Program details are being developed for the Newsprint and the Pressroom-III Seminar Oct. 13-14 at the Chicago Hilton and Towers.

Sponsored by the Joint Standing Committee of ANPA and the Canadian Pulp and Paper Association's Technical Section, the program will consist of three half-day sessions: Newspapers—Where We Are Today; Newsprint—Where We Are Today; and 1990 and Beyond—Newsprint and Newspapers.

The fee, which covers all sessions, two continental breakfasts and one luncheon, is $275 U.S. and $375 Canadian.

For information in the United States, contact the ANPA Newsprint and Transportation Department at The Newspaper Center, Reston, Va., (703) 648-1101, FAX (703) 620-4557. In Canada, contact R.A. Joss of CPPA, Sun Life Building, 19th floor, 1155 Metcalfe St., Montreal, Canada H3B 4T6; (514) 866-6621, FAX (514) 866-3035, Telex 055-60690. □

NEWSPRINT NOTES

• The Alberta government said Alberta Newsprint Co. will build a $360-million, 220,000-metric-tons-a-day newsprint mill near Whitecourt. The mill, scheduled to be completed by 1990, will be the first **newsprint facility in Alberta**.

The newly formed company is jointly owned by a group of western Canadian companies. The Alberta government will guarantee as much as $200 million of loans for the mill and provide $8.3 million for road and rail improvements in the area. The mill already has contracts for 147,000 tons annually [**pressstime**, Jan. 1988, p. 61].

• Daishowa America Co. Ltd. announced a **feasibility study** for the addition of two new paper machines at its Port Angeles, Wash., mill. The expansion could cost $560 million and include a 200,000-metric-tons-a-year newsprint machine and a telephone-directory-paper machine. The company, a subsidiary of Daishowa Paper Manufacturing Co. Ltd. of Japan, said that up to half of the new newsprint machine's production could be sent to Japan, but that the mill's primary marketing focus will continue to be North America.

• Catawba Newsprint Co.'s **rebuilding of a newsprint machine** at its Catawba, S.C., mill is expected to increase annual newsprint capacity there by 9,000 metric tons, effective in the second half of 1988.

• Donohue Inc. plans to build a $30-million **de-inking facility** at its Clermont, Quebec, newsprint mill. The company will be the first in Quebec to recycle waste paper on a large scale.

• James Maclaren Industries Inc., which is building a new pulp mill at Masson, Quebec, expects this increased pulp capacity to enable the company to **add 30,000 metric tons of newsprint capacity** by the end of 1988.

• Cascades Niagara Falls Inc. is considering the use of a paper machine refurbished at its Niagara Falls, N.Y., mill to **produce newsprint rather than corrugated paper** as previously planned. The machine will have a capacity of 29,500 metric tons a year [**pressstime**, Feb. 1988, p. 65].

• Boise Cascade Canada Ltd. will spend $31 million to **rebuild a newsprint machine** at its Kenora, Ontario, mill. The project is scheduled for completion in the first or second quarter of 1989. Capacity will stay the same but the renovation will result in higher-quality newsprint.

3-year labor pact still prevails

The three-year labor contract continues to be the standard in the U.S. pulp and paper industry.

More than three-fourths of the contracts negotiated in 1987 were for that duration, the American Paper Institute reports. Of the 71 agreements, 54 were for three years, 10 were for two years, five for four years, one for one year, and one for five years.

First-year wage increases amounted to a weighted, national average of 0.4 percent. Deferred increases [**pressstime**, April 1987, p. 71] averaged 1.5 percent for the second year and 1.6 percent for the third.

The following charts summarize the wage provisions for 1987 contracts:

1987 first-year wage increases[1]

Region	Mills[2]	Employees[2]	Weighted average[2]
New England	12	5,004	0.3% (44)
Eastern	15	4,776	1.3% (164)
Midwest	21	7,094	0.6% (64)
Southern	7	3,946	0.1% (08)
Pacific	16	7,031	0.0% (00)
National totals 1987	71	27,851	0.4% (56)
National totals 1986	129	61,028	0.3% (36)

Deferred wage increases (negotiated in 1987)[1]

Second year (1988)

Region	Mills[2]	Employees[2]	Weighted average[2]
New England	12	5,004	1.8% (190)
Eastern	15	4,776	2.1% (256)
Midwest	20	6,939	2.2% (276)
Southern	7	3,946	1.5% (200)
Pacific	16	7,031	0.0% (00)
National total	70	27,696	1.5% (176)

Third year (1989)[1]

Region	Mills[2]	Employees[2]	Weighted average[2]
New England	11	4,924	1.7% (206)
Eastern	9	3,490	2.4% (306)
Midwest	19	6,629	2.4% (296)
Southern	6	3,055	2.0% (276)
Pacific	15	7,031	0.3% (44)
National total	60	25,139	1.6% (206)

[1]Excluding lump sum bonuses and special adjustments not granted to all employees
[2]Preliminary

Contract ratified

Members of the Association of Western Pulp & Paper Workers in February ratified a three-year contract at Boise Cascade Corp.'s Steilacoom, Wash., newsprint mill.

Workers will receive $1,100 in the first year and a 2-percent bonus based on annual pay in each of the second and third years [**pressstime**, March 1988, p. 61]. □

Consumption growth continues unabated into 1988

Newsprint consumption began 1988 the same way it ended 1987—with continued growth.

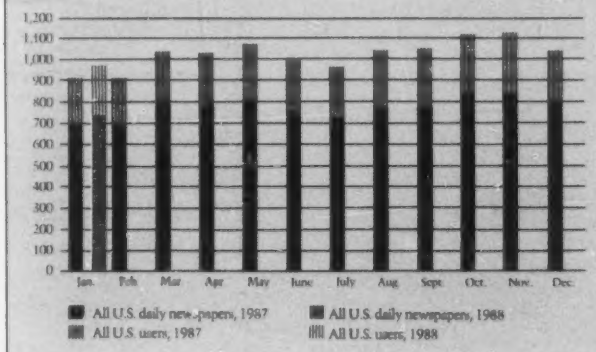
All U.S. users consumed 7.5-percent more newsprint in January compared with January 1987, and U.S. daily newspapers used 6.4-percent more. There was an extra Sunday in January this year, which would account for about 3 percent of the increase.

Newsprint inventories of newspapers in ANPA's statistical sample averaged a total of 45 days, compared with a 41-day supply a year earlier.

Canadian production increased 3.5 percent from January 1987, while U.S. production rose 1.7 percent. Worldwide shipments from Canadian mills were down 4.5 percent, and those from U.S. mills increased 2.4 percent.

The Canadian operating rate in January was 99 percent, and in the United States it was 93.6 percent.

Estimated newsprint consumption, 1987-1988 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	December 1987(r)	December 1986	% Change
Northeast	191,747	184,547	+ 3.9
North Central	165,691	162,194	+ 2.2
South	251,448	243,691	+ 3.2
West	185,413	172,420	+ 7.5
Circulation Size			
up to 25,000	64,903	57,058	+ 13.7
25,001-100,000	170,939	158,268	+ 8.0
Over 100,000	558,457	547,526	+ 2.0
December totals	794,299	762,852	+ 4.1
Twelve-month totals	9,303,332	8,865,127	+ 4.9
Region	**January 1988(p)**	**January 1987**	**% Change**
Northeast	184,131	172,995	+ 6.4
North Central	154,111	145,565	+ 5.9
South	233,707	218,521	+ 6.9
West	171,938	161,945	+ 6.2
Circulation Size			
up to 25,000	58,119	48,628	+ 19.5
25,001-100,000	156,736	148,155	+ 5.8
Over 100,000	529,032	502,241	+ 5.3
January totals	743,887	699,024	+ 6.4

Estimated consumption of all U.S. users

	1987	1986	% Change
November totals	1,134,375(r)	1,077,878	+ 5.2(r)
December totals	1,044,770(r)	1,010,186	+ 3.4(r)
Twelve-month totals	12,317,743(r)	11,936,693	+ 3.2(p)
	1988	**1987**	**% Change**
January totals	975,810(p)	907,767	+ 7.5(p)

Production

	Canada	U.S.A.	North America
January 1988	821,781	452,287	1,274,068
January 1987	794,074	444,790	1,238,864
Increase	+ 27,707	+ 7,497	+ 35,204
	+ 3.5%	+ 1.7%	+ 2.8%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
November 1987	866,190	35(r)	7
November 1986	803,048	33	7
December 1987	900,315(r)	38(r)	8
December 1986	848,602	37	8
January 1988	911,884(p)	37(p)	8(p)
January 1987	845,226	35	6
Canadian mills			
January 1988	295,367	—	—
January 1987	321,823	—	—
U.S. mills			
January 1988	51,223	—	—
January 1987	66,773	—	—

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
January 1988	548,355	92,149	75,005	715,509
January 1987	553,115	85,272	111,068	749,455
Increase or	-4,760	+ 6,877	-36,063	-33,946
decrease	-0.9%	+ 8.1%	-32.5%	-4.5%
From U.S. mills				
January 1988	412,743		24,452	437,195
January 1987	397,562		29,529	427,091
Increase or	+ 15,181		-5,077	+ 10,104
decrease	+ 3.8%		-17.2%	+ 2.4%
From North American mills				
January 1988	961,098	92,149	99,457	1,152,704
January 1987	950,677	85,272	140,597	1,176,546
Increase or	+ 10,421	+ 6,877	-41,140	-23,842
decrease	+ 1.1%	+ 8.1%	-29.3%	-2.0%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary